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FIRST WITH THE FILM NEWS IN CANADA

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Loew's Board Rejects All TV Bids

By JAY L. SMITH

"You've Got To Have Heart" could easily qualify as the theme song for the unique combination of Ralph Dale and Jim Harrison, now employing their particular talents on behalf of Odeon's Regional Circuit.

The combination dates back to 1945, when Ralph Dale left Odeon Theatres to join Sam Fingold in operating the latter's circuit of small town theatres. Managing the little Roxy Theatre, Mt. Forest, was a young fellow by the name of Jim Harrison, who was also the projectionist at the theatre. Although he had no commercial art training, Jim Harrison had a flair for drawing,and a feeling for small-town theatre audiences.

When Ralph Dale got a glimpse of some of Harrison's ads, he promptly transferred Jim from the theatre, to the head-office, and put him in charge of advertising for the Dale-Fingold circuit. And so the combination was born, with Ralph the idea man, and Jim the man who put the ideas on paper.

The team's first really successful campaign was conceived for the re-issue of Warner Bros.' "One Foot in Heaven", starring Fredric March and Martha Scott. This was a "natural" for the Dale-Harrison operations. Sensing properly the religious feelings of small-town audiences, Jim Harrison made up a new set of ads for the picture, slanting his whole appeal to the average church-goer, rather than the average movie fan.

In the Fingold theatres which played the picture, the instructions went out to the managers for a special manner of presentation. Those of you who remember the picture, will recall that it ended

(Continued on Page 4)

MGM To Enter TV Field Direct With Backlog & New Productions

New York: The Board of Directors of Loew's Inc., at a meeting held last week at the company's New York offices reached a decision on the distribution of M-G-M pictures produced prior to 1949 and now available for presentation on television. M-G-M will itself enter the television field and will negotiate directly with the many stations throughout the United States and Canada, as well as in other areas which have adopted commercial television.

For several months many offers have been presented to Arthur M. Loew, President of Loew's Inc. and have received careful consideration. These offers included outright sales of negatives as well as propositions to lease the films for long term periods. While the cash

(See MGM-TV Page 4)

ARTHUR GOTTLIEB IN TORONTO HOSPITAL

The genial head of Film Laboratories of Canada, Canadian Film Industries, etc., etc., Arthur Gottlieb, is recuperating at the Orthopoedic Hospital, 43 Wellesley St. E., Toronto, from a bone infection in his arm. The arm is in a traction cast, which somewhat limits Arthur's dexterity and activity, but he is coming along very well, and would be happy to see any friends who happen to be in the neighborhood.

Induct 25-Year Club Members At Famous Players Annual Picnic

Toronto: Ten veteran employees of Famous Players Canadian Corp., were inducted into the company's 25-year Club at the annual Famous Players Picnic, held Thursday, June 21st, at St. Andrew's Golf Club, Toronto. Induction ceremonies were conducted by Eastern Division Manager Morris Stein.

The ten employees who received their 25-Year Club Certificates, diamond membership pins, and choice of gold watch or government bond, were as follows: Bert Brown, Exploitation Manager, Head Office; George E. Blackshaw, projectionist, Paramount, Peterborough; David A. Crowe, projectionist, Eglinton, Toronto; Mrs. Stella Fluhrer, cashier, Century, Toronto; Louis J. Gauthier, manager, Cartier, Hull; Arthur David Grover, manager, Parliament, Toronto; Fred S. Jackson, projectionist, Bloor, Toronto; Frank Macauley, projectionist, Regent, Ottawa; Clarence J. Jeffrey, manager, Capitol, Sudbury; Donald Summerville, manager, Prince of Wales, Toronto. One additional new member of the 25-year Club, William F. O'Loghlin, manager, Capitol, Montreal, was unable to

(See F-P PICNIC Page 4)

U-A WEEK

GREATEST IN CANADIAN FILM HISTORY! 1675 FEATURE PLAYDATES IN 910 THEATRES!

Fox To Release Selznick Pix

New York: Through arrangements completed this week, David O. Selznick's forthcoming production of Ernest Hemingway's "A Farewell to Arms" will be distributed throughout the world by 20th Century-Fox.

The multi-million-dollar film is to be produced independently and entirely autonomously by The Selznick Company, Inc., with whom contracts have been signed calling for the picture to be made in CinemaScope and in DeLuxe color starting between next January and

(See SELZNICK Page 4)

10 Ozoners Now Operating Under Odeon Management-2 Last Year

Toronto: Odeon Theatres of Canada, which last year had only two Drive-In theatres under its jurisdiction in Canada, the Brampton Drive-In, owned by Odeon, and the Highland Drive-In, New Glasgow, N.S., an Odeon-Garson operation, this year has added eight additional ozoners to the string, bringing the circuit's total to ten. Seven of the new additions are in Ontario, and one in Alberta.

Included in Odeon's acquisition of a number of former Fingold

(See DRIVE-INS Page 3)

Pioneer Golf Tourney Set For August 16th

Toronto: The Canadian Motion Picture Pioneers will hold their Fifth Annual Golf Tournament at St. Andrew's Golf Club, Toronto,

(See PIONEERS Page 3)

PRODUCTION BOOM ON IN HOLLYWOOD — 12 ROLLING NOW FOR U.A. — 11 FOR FOX WITHIN 8 WEEKS — 8 SET FOR RKO SUMMER PRODUCTION!

"I've heard so much about that amazing **'FORBIDDEN PLANET'**."

(CinemaScope-Color)
Walter Pidgeon • Anne Francis
Leslie Nielsen and Robby, The Robot

"Ava's gorgeous and the action terrific. **'BHOWANI JUNCTION'** is my type of movie."

(CinemaScope-Color)
Ava Gardner • Stewart Granger
Bill Travers

"Give me a Western with a love story like **'TRIBUTE TO A BAD MAN'**."

(CinemaScope-Color)
James Cagney • Don Dubbins
Stephen McNally • Vic Morrow
and introducing Irene Papas

"I read all about it in Argosy Magazine. **'THE FASTEST GUN ALIVE'**."

Glenn Ford • Jeanne Crain
Broderick Crawford • Russ Tamblyn

"Isn't it romantic! **'THE SWAN'** is for me."

(CinemaScope-Color)
Grace Kelly • Alec Guinness
Louis Jourdan • Agnes Moorehead
Jessie Royce Landis • Brian Aherne
Leo G. Carroll • Estelle Winwood
Van Dyke Parks

"I'd love to see the exclusive pictures of **'THE WEDDING IN MONACO'**."

of His Serene Highness, Prince
Rainier III and Miss Grace Kelly
(CinemaScope-Color)

"I'm taking the girl friend! **'GABY'** is a hand-holding picture."

(CinemaScope-Color)
Leslie Caron • John Kerr
Sir Cedric Hardwicke • Taina Elg

"The N.Y. Herald Tribune says: **'THE CATERED AFFAIR'** is the 'Marty' of the new movie year'."

Bette Davis • Ernest Borgnine
Debbie Reynolds • Barry Fitzgerald

LOTS OF GOOD MOVIES FOR EVERYONE'S TASTE

They're all from M-G-M. If you haven't played them you're missing a lot of fine shows!

DRIVE-INS

(Continued from Page 1)

theatres, were the two drive-ins at Oakville and Midland; these, together with the Brampton Drive-In have been turned over to Ralph Dale and Odeon's Regional Theatre Circuit.

Also under management of Ralph Dale and the Regional Circuit, are five Ontario Drive-Ins formerly operated by Twinex Century Theatres, for owner W. B. "Bunny" Herman. These five are located at Coppercliff, Cornwall, Pembroke, St. Thomas and Sudbury. The tenth Odeon ozoner is located at Calgary, Alta., and is an Odeon-Barron operation. This is the 17th Ave. Drive-In, acquired by Odeon and J. B. Barron this year from the original owners, L. Jones and W. V. Cole.

Operation of drive-in theatres is something entirely new for the Odeon circuit, as there are no drive-in theatres in operation in England, nor do Odeon operate drive-ins anywhere else in the world, according to the company's executives here. Whether the knowledge acquired through operation of the ozoners in Canada will lead the company to acquire similar theatres elsewhere in the world, remains to be seen.

Famous Players Canadian Corp. are this year operating five drive-ins in Ontario, including two near Hamilton, one near Niagara Falls, one at Windsor and one at Brantford; a sixth F-P ozoner, located at London, was sold last year and is now the site of a giant shopping centre. In addition, Famous operate drive-ins at Port Arthur, Regina, Moose Jaw and Saskatoon, as well as one at Moncton, N.B., while affiliated companies, such as Twinex, Premier, F. G. Spencer Co., operate a number of additional ozoners.

2 Canadian Branches U.A. Prize Winners

New York: In the recently concluded second lap of United Artists' Fifth Anniversary Drive, the Montreal branch, under the management of Sam Kunitsky, walked off with first prize money for group three, while his brother-in-law, George Heiber's Toronto branch, copped second money in group two, being nosed out by the St. Louis branch for first place. In the first lap of the current drive, the Montreal branch finished second in their group.

Across the Country

Toronto

The Saturday Morning Movie Club at the Odeon Theatre, Kingston, continued to operate for the season until June 16 largely because of interest in special program features including the weekly appearances of Billie the Clown, a local favorite. For the final performance Jimmy Good, the Yo-Yo champion, appeared on the stage for the Kingston Yo-Yo championship contest.

• • •

The Twilite Drive-In at London, Ont., introduced its big Cinema-Scope screen, measuring 56 by 110 feet, on the night of June 18 with the presentation of "Red Garters" and "Living It Up." This operation gets second run in London for many of the M-G-M releases which otherwise play Loew's Theatre exclusively in that city.

• • •

The Famous Players' Skyway Drive-In at Hamilton had a special attraction all during the week of June 18 in a series of baton-twirling contests in five age classes for amateur performers. The finals were staged Saturday night when trophies were presented.

Maritimes

Members of Saint John, N.B.'s Jewish community gathered in the Admiral Beatty hotel last Sunday night for their Negev dinner during which Mr. J. M. Franklin was honoured. It was announced that a tract of land in Israel will bear the name of "NACHLA FRANKLIN" as a tribute to services which Mr. Franklin has rendered the Jewish community throughout the Maritime Provincess — Canada, and the United States.

• • •

Mr. Hilly Cass, General Manager for MGM Pictures of Canada Ltd. is visiting Saint John this week, conferring with local Manager Mr. G, Eric Golding.

Winnipeg

Winnipeg Motor Products advertise "Free! Free! Season Pass — Admits Driver and all occupants to the Eldorado, Airport, Pembina and Starlite Drive-In Theatres, with your purchase of any 'Used Car or Truck.'"

• • •

Visitors to Winnipeg included Len Reinhorn, Regina; Arnold Bercovich, Regina; Mr. and Mrs. Nic Kopel, and Mr. Joe Kowbel, Melville, Sask.

• • •

The Nortown, Regina's newest and most modern theatre, is scheduled to close on June 30th, indefinitely. The Management, Regal Amusements Ltd., are considering converting the theatre to a night club.

Vancouver

Apparently no sale is contemplated of the Colonial Theatre here, followed the recent death of Hector Quagliotti. The theatre is being operated by Quag's daughter, and her husband, Mr. and Mrs. Doug Dunn. The 873-seat theatre is the only one in the downtown section operated by independent interests.

• • •

The mother of Ken Leach, Famous Players partner in Calgary, died in Spokane, Wash., recently. She would have been 100 years old her next birthday.

• • •

An usher shortage looms to frustrate theatre managers here. The reason — the girls can earn considerably more elsewhere, with their nights off. Average rate here is 85c per hour, with many theatres using the split-hour shifts which tie a girl down for about 11 hours daily.

• • •

There appears to be no shortage of product here, as many exhibitors claim, with two theatres in Vancouver and a Drive-In in the Fraser Valley on a triple bill diet.

PIONEERS

(Continued from Page 1)

on Thursday, Aug. 16. Heading the committee for the gala affair again this year, is Dan Krendel, who did such an outstanding job as chairman last year, when a turnaway crowd of over 300 members of the industry were unanimous in their verdict that the tournament was one of the best-run film gatherings we have ever had here.

Several innovations are planned to make this year's event surpass even the success of last year. Again, in addition to numerous golfers' trophies, all who attend will receive a prize, estimated value of which exceeds the cost of a ticket.

Because of the limited dining capacity at St. Andrew's, sale of tickets will again be restricted to 300, on a first-buy, first-go basis, after member needs have been satisfied. Those interested in attending the Tournament are strongly advised to get their tickets EARLY, so as not to be disappointed, as were a number last year. Don't forget, the Tournament is being held one month earlier than last year, when perfect weather for golfing and loafing, can almost be guaranteed.

Serving with Dan Krendel on his committee are Joe Bermack, Chet Friedman, Fergie Martin, Al Perly and Andy Raush.

Shirley Booth's Next

Hollywood: "Next of Kin," a play by Lonnie Coleman, has been selected by Hal Wallis as Shirley Booth's next starring vehicle for him. It will be a Paramount picture.

FOR SALE

YES! 10,000 LATE MODEL USED or RE-CONDITIONED

THEATRE CHAIRS

ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO.

CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM

We are Factory Agents At Bargain Prices

Drop us a line — we will give you photographs and full information.

"LA SALLE"

RECREATIONS LTD.

Theatre Chairs, Carpet, Linoleum and Tile Division

945 GRANVILLE ST. MA. 5034

VANCOUVER 2, B.C.

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On the Beam

(Continued from Page 1)

with the hymn, "The Church's One Foundation". For this finale, in the Fingold houses, the fader was raised almost to the limit, and as the curtain closed, instead of breaking into a cartoon, a newsreel, or a candy-counter trailer, a special "Let's Go To Church" trailer went on the screen, allowing the audience to remain in the mood in which the feature had left them.

Similar campaigns followed on pictures like 20th-Fox's "I'd Climb The Highest Mountain", Peerless Films' "The Country Parson", the latter which was a change of title that resulted in fantastic grosses in small towns for the picture. With this latter picture, in the Fingold houses, an organ recording was played at the end of the picture, to retain the proper mood.

When the Dale Harrison combination were faced with the booking of a picture called "Scandal at Scourie", the title was changed to "Heart of My Heart", and the result was excellent business, that could not have been achieved under the original title. "Count Three and Pray" was another winner for the Dale-Harrison type of promotion, and when Greer Garson came along in a Warner picture called "Strange Lady in Town", the Dale-Harrison campaign sold "Greer Garson as The Country Doctor in 'Strange Lady in Town' ". When Columbia decided to re-issue a picture called "Boots Malone", to the Dale-Harrison operation the picture became "A Saddle and a Prayer".

So successful was the Dale-Harrison campaign on Paramount's reissue of "Shepherd of the Hills", that Jerry Pickman, Paramount Advertising, Publicity and Exploitation Director invited Jim Harrison to come to New York at Paramount's expense to attend a special screening of their new picture, "The Fighting Parson", in order to make up a specal small-town campaign for this picture.

In discussing the small-town campaigns conceived by Ralph Dale and Jim Harrison, they told me that the first step, always, is to screen the picture, and then a meeting is held between Dale, Harrison, and the booker, Bill Monroe, at which any ideas the three of them may have, are thoroughly discussed from all angles.

If the picture seems to be one of those particularly adaptable to the Dale-Harrison type of campaign, Bill books it into one or two houses first, for six days, and a test is made of audience reaction. If successful, then all stops are pulled, and the full scope of the campaign is put into force in the remaining houses in the circuit. In nearly all cases, the campaign is based around a full week's run, as it is Ralph Dale's own feeling that it is much better to try to extend the run of a picture he knows a small-town audience will like, than to try to force a different type of picture down their throats, even for two days.

"The picture has to have heart appeal", says Ralph, "in order for us to get anywhere with our type of campaigns. We try to give our patrons a feeling of hope, knowing that if they leave the theatre with that kind of an inspiration, we are creating theatre-goers, not just selling tickets." It is Ralph's feeling that if each of the producing companies, would turn out at least two family pictures a year, it would go a long way towards putting the small town theatres back on their feet, and as Ralph Dale points out, "The small town theatres MUST be kept alive, for the theatre-going habit is developed in the small towns, and from there spread further with the population shifts to the cities."

A number of special campaigns have been worked out by the Dale-Harrison combination, for use in their own theatres, that could be equally well employed by all small town theatres. Special shows for Mother's Day, Father's Day, Halloween, Valentine's Day, etc., are given extra attention, not only by the booking department, under Bill Monroe, but by the advertising department under Jim Harrison. Special manuals are got out for the Drive-Ins, and managers working under Ralph Dale's supervision are encouraged to work closely with all service clubs, with the merchants, and with local fire departments, police forces, and school groups.

As Ralph says, there is no limit to the amount of effort a theatre manager can put into his campaigns, and certainly not every campaign will click, but a constant plugging, and a continuous and genuine effort is bound, in the long run, to pay off at the box-office.

On the opposite page, are displayed a number of the special ads made up by Jim Harrison for the Dale-supervised houses. All have proven successful.

U.A. TITLE CHANGE

Hollywood: "Tomahawk Trail" has been set as the new title for Bel-Air Productions' "Mark of the Apache" which was filmed for United Artists release.

F-P PICNIC

(Continued from Page 1)

be present for the induction ceremonies.

The picnic itself, with its accompanying golf tournament, was a terrific success, with perfect weather contributing its assist to the enjoyment of the day. Low gross winner of the men's golf tournament was "Jeff" Jeffrey, Capitol, Sudbury manager, and winner of the men's low net was George Cuthbert, head of General Theatre Supply.

Len Bishop, in his own inimitable manner, acted as toastmaster for the banquet, and introduced Vice-President Rube Bolstad, who gave an inspiring message to the several hundred employees present. He struck an encouraging note in respect to the future of the Motion Picture Industry, reminding the Famous employees that we have seen difficult days before in our Industry, and have always emerged stronger than ever. As Rube pointed out, "people will always want to gather in the marketplace," and as long as this holds true, there will be motion picture theatres catering to the public's demand for entertainment.

Gifts for everyone present were donated by Theatre Confections Ltd., courtesy of Jack Fitzgibbons.

"The Halliday Brand"

Hollywood: Viveca Lindfors has been signed by Collier Young and Associates Inc. to co-star with Joseph Cotten in "The Halliday Brand" which will be released by United Artists.

Pat, London, Opens As New Victoria

London: The Patricia Theatre here, old Moorhead and Fillman house, for many years operated by Famous Players, has been completely refurbished, and re-opened last week under the management of 20th Century Theatres, Famous Players affiliate, as the new Victoria Theatre. Marquee and sign from the Victoria, Toronto, which has been sold and is being torn down to make way for a parking station, was sent to London, and installed at the former Patricia. Frank Paul, formerly manager of the Centre Theatre, another Twinex house in London, has been transferred to manager of the new Victoria. Tom McKnight, veteran F-P manager of the old Patricia, remains with Famous Players, and will act as relief manager for vacationing theatre men during the summer season.

MGM-TV

(Continued from Page 1)

amounts and percentage offers were substantial and consistent with the success that attended the theatrical presentation of the films, the Board decided that the company would be well advised to enter the television distribution field on its own so that it could exploit every facet and bring to the company the greatest amount of revenue. M-G-M activities will extend to new productions especially produced for television. First productions are planned for 1957-58 season. In addition, the company intends to acquire interest in TV station ownership.

Some months ago, Charles C. Barry, former network vice-president and program executive, was engaged to study and organize the television policies of the company. Richard Harper, a member of the sales department of M-G-M, was also assigned to assist Mr. Barry in this new phase of activity for the company. Within the coming months a TV distribution organization capable of negotiating in all the cities where stations are located will have been completed.

W-B Declare Dividend

New York: At a special meeting of the Board of Directors of Warner Bros. Pictures, Inc. held Wednesday, June 20, 1956 a dividend of 30c per share was declared on its common stock payable August 4, 1956 to stockholders of record July 13, 1956.

SELZNICK

(Continued from Page 1)

March. This is consistent with the new 20th Century-Fox policy of augmenting its own productions with those of the world's most outstanding film makers.

The contracts with The Selznick Company also call for Jennifer Jones to play the leading feminine role, that of Catherine Barkley. The leading male role, that of Frederick Henry, American ambulance driver on the Italiant front, has not yet been cast, but will be played by a leading male star. The period and setting of the book, Italy and Switzerland during World War I, will be left unchanged.

The contracts with The Selznick Company also call for the re-release in the United States, Canada and Australia, and in certain other foreign territories, of two famous Selznick pictures, "Rebecca" and "The Third Man." Both of these will be re-released in the United States and Canada this summer, accompanied by big new campaigns.

FOR ALL TO ENJOY
...AND CHERISH!

From the soil of the land and the hearts of its people comes a story to lift you to new heights of emotion. Filmed on good green earth and told as it was lived by a people of deep, rigid faith . . whose wealth lies in the fewness of their wants . . . whose love of God and little children will reach into your heart and stir up all the joy and goodness there.

THE STORY THAT REACHES DEEP INSIDE YOU!

THE yearling

in GLORIOUS TECHNICOLOR starring

GREGORY PECK · JANE WYMAN

CLAUDE JARMAN, JR. · CLEM BEVANS

—too wonderful to miss!

A MOTHERS PRAYER . . .

"Oh, GOD... PLEASE GIVE MY BOY A GOOD GIRL!..."

"A FINE FILM A GEM!" ...Life

"WONDERFUL!" ...Time

"A SMASH!" ...Newsweek

"SUPERB, WARM, RICH!" ...Cue

HEY FILMED A MOTHERS PRAYER . . . LAUGHTER . . . AND TEARS . . . AND A GREAT BIG HEART THAT BELONGED TO . . .

MARTY

starring ERNEST BORGNINE and BETSY BLAIR

Never has your heart been so deeply moved . . . your emotions so profoundly stirred . . . Never has screen greatness been so thrillingly and triumphantly achieved . . .

HERE IS SCREEN GREATNESS FOR ALL...FOR ALL TIME!

THE FUNNIEST THING THAT EVER HAPPENED ON THE SCREEN!

LAFFORAMA!

120 MINUTES OF CONTINUOUS HOWLS!

12 barrels of film fun!

LAUREL AND HARDY
OUR GANG KIDS
THE THREE STOOGES
KEYSTONE KOPS
JOE McDOAKES
MICKEY MOUSE
BUGS BUNNY
MR. MAGOO
DONALD DUCK
POPEYE
TOM AND JERRY

IT'S REAL! HUMAN! GREAT ENTERTAINMENT!

EITHER THE PARSON SPOKE . . . OR HIS FISTS DID!

How a Quiet Man with stars in his crown . . . love in his heart . . . a hymn on his lips and a prayer in each fist, fought sin where he found it and tamed a town single handed!

Parson Luke Fargo . . . a man apart who brought Faith to a mob . . . Love to a woman . . . and a Church to a wilderness.

COUNT THREE AND PRAY

Color by TECHNICOLOR

CINEMASCOPE

Starring VAN HEFLIN

Joanne WOODWARD · Phil CAREY

THEY BURNED HIS CHURCH . . . HE BURNED THEIR BRITCHES!

TO FLOOD YOUR HEART WITH SUNSHINE..

There have been many stories of love in our time

...but none that transcends this

JAMES STEWART

everybody's kind of guy..in

"COUNT YOUR BLESSINGS"

Here is the falling of decades to happier, less lonely days . . To young beliefs and glorious hopes . . . To dusty roads and buggy whips . . To the singing of "Auld Lang Syne" and "Home Sweet Home" . . .

Here is heartfelt thanks for the real blessings . . A handclasped child at your knee . . . Pathways made brighter by homefolk . . Sorrows made lighter by friends and neighbors . . . A bluebird in every tree.

Here to flood your heart with sunshine is love and family all about you . . Hopes and dreams come true . . Sunday the Church Of Your faith . . A heartfelt "Thank God!" for the blessings that count!

Doesn't the good Lord give you many blessings here below? . . Then on bended knee, frankly gladly tell Him so.

'It's a Wonderful Life'

JAMES STEWART DONNA REED

Thomas Mitchell Ward Bond

Gloria Grahame Beulah Bondi

NO2

YOU REMEMBER . . . 'STARS IN MY CROWN' ITS PATHOS AND HUMOR? . . . ALL THE WARMTH AND CHARM OF TO CLIMB THE HIGHEST MOUNTAIN . . . A PICTURE FOR EVERY MAN WHO HAS A DREAM . . . NEW AND NO STRINGS WOMAN WHO . . . FOR EVERY . . . A GRAND PICTURE THAT WILL GIVE YOU A GREAT BIG LIFT! . . . SEE IT WITH SOMEONE YOU LOVE VERY MUCH . . .

GREATEST STORY EVER TOLD!

YOU'LL LOVE EVERY WARM, WONDERFUL STEP OF THE WAY!

A PICTURE THAT AWAITS YOUR TEARS . . YOUR LAUGHS . . . YOUR EVERLASTING REMEMBRANCE. YOU'LL THANK HEAVEN FOR IT . . . AND FOR THE THRILL OF SEEING IT!

FREDRIC MARCH · MARTHA SCOTT

IT'S THE STORY OF A MAN WHO HAD . . .

One Foot in Heaven

BEULAH BONDI GENE LOCKHART ELISABETH FRASER MARY SHEKWOOT

JUST AS LONG AS SHE LIVES THE HAPPIEST MOMENTS OF YOUR LIFE ARE YET TO BE . . .

GREER GARSON AS THE 'COUNTRY DOCTOR' IN STRANGE LADY IN TOWN

WARNERCOLOR

CINEMASCOPE

CO-STARRING DANA ANDREWS

THE LORD IS MY SHEPHERD . . . I SHALL NOT WANT . . .

Come to Moanin' Meadows . . . unkissed by falling rain. To its sickness and miseries . . . lamentin' cows with dry udders . . . flowers without smell . . . birds without song. To a mother dead in her grave — and a motherless boy's heart achin' and hatin'. Only she who never done no hurt to not one of God's critturs had the right to sleep in Moanin' Meadows . . . no stranger's going to tramp on her grave! Into this unhappy land came the Shepherd of the Hills . . . spreading his reach into achin', hating hearts . . . taming them with his love.

MARJORIE MAIN as Granny Becky thanks God for her sight . . . She was 75 when she became witness to the color of good green earth . . . The first human thing she ever saw was a tear of happiness.

LISTEN TO THE ANGEL-STORY OF HAROLD BELL WRIGHT'S BELOVED

THE SHEPHERD OF THE HILLS

COLOR by TECHNICOLOR

JOHN WAYNE · MARJORIE MAIN

BEULAH BONDI BETTY FIELD HARRY CAREY JAMES BARTON

A picture for all to know for all to love FOREVER!

HERE'S A MOVIE THAT GIVES YOU 16 TONS OF HAPPINESS!

I'm Jeff, the hired hand....askin' you to open up your heart and let the sunshine of this picture in.

...Telling, with deep tenderness, of a man whose drinkin' robbed a child of her God given right to hearin' and speakin'

Come Next Spring

TRUCOLOR

Ann Sheridan · Steve Cochran

and a couple of cute kids...

Richard Eyer · Sherry Jackson

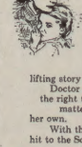
also starring...

Walter Brennan · Sonny Tufts

"If this picture doesn't tug at your heart . . . you haven't got one!"

The thrilling story of a FIGHTING LADY and THE ROMANCE THAT INSPIRED HER!

You And Your Whole Family Will Love It!



GREER GARSON in her 15 glorious years of picture making has presented to the Screen some of its finest family pictures. From "Mrs. Miniver" to "Blossoms In The Dust", from "Heart of My Heart" to "Her Twelve Little Men" it has been a proud record of entertainment.

Now in 1955, she brings you another wonderful story to see — the heart lifting story of a courageous woman — a Country Doctor — who fought a spiteful town for the right to heal the blind and the sick. It didn't matter that their faith was different than her own.

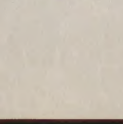
With this picture she has added another great hit to the Screen's Hall of Fame!

GREER GARSON AS THE COUNTRY DOCTOR

in "Strange Lady in Town"

GORGEOUS IN CINEMASCOPE WARNERCOLOR

CO-STARRING DANA ANDREWS



Either the Parson spoke ...or his pistols did!

M-G-M presents "STARS IN MY CROWN"

starring JOEL McCREA

ELLEN DREW · DEAN STOCKWELL

HIS PISTOLS ROARED LOUD FOR THE LORD.

M-G-M brings to the screen the story of "Two-Gun" Parson Gray, the stranger who fought sin where he found it and tamed a town single handed!

His sermons were spoken with bullets, his prayers were said with his fists.

FOR ALL TO ENJOY . . .

The Picture That Will Open Up Your Heart And Let The Sun Shine In . . .

GREEN PROMISE

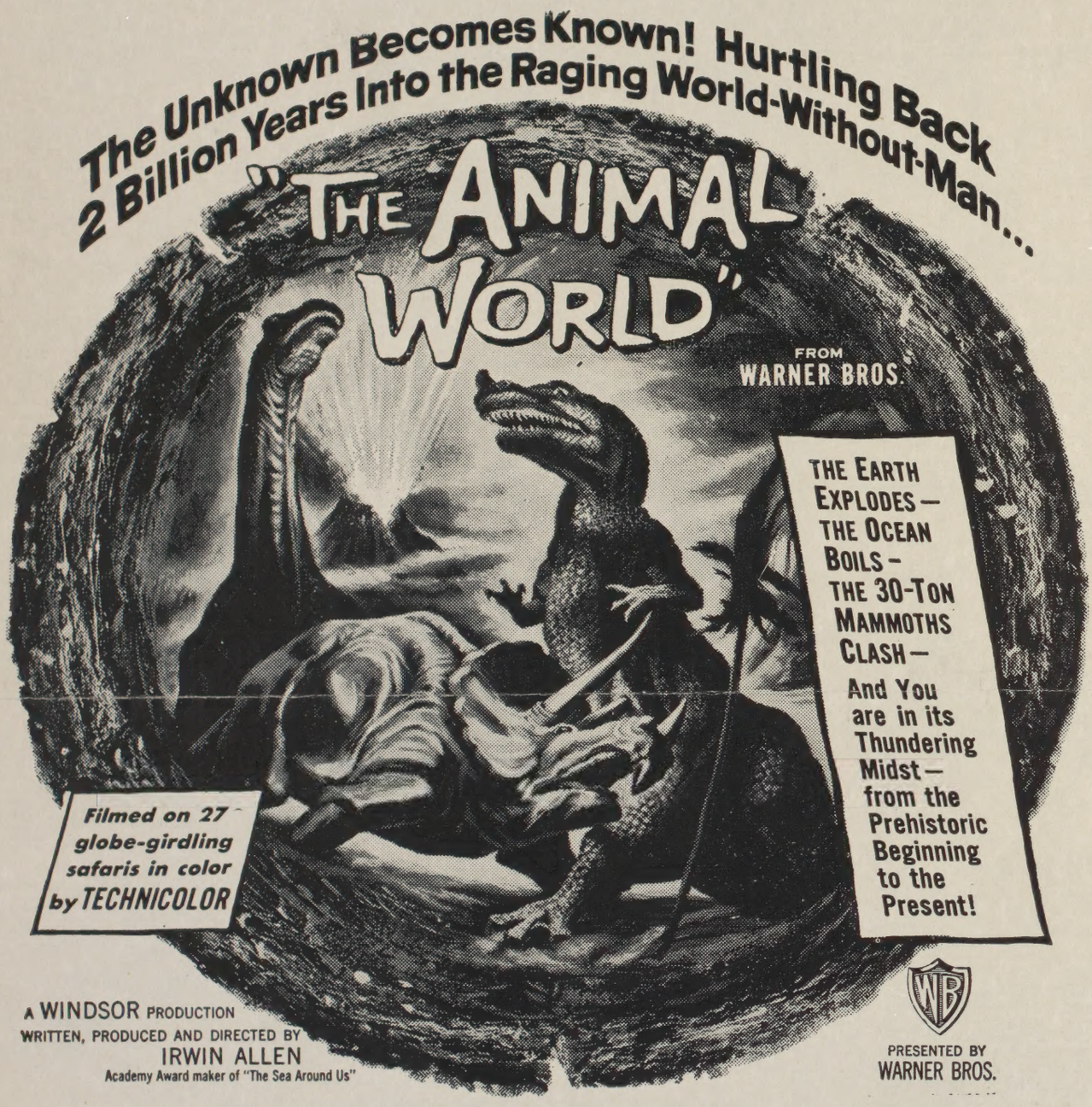
WALTER BRENNAN

ROBERT PAIGE

and NATALIE WOOD

"If this picture doesn't tug at your heart . . . you haven't got one!"

WARNERS ARE SET TO AMAZE THE SHOW-WORLD


The Unknown Becomes Known! Hurtling Back 2 Billion Years Into the Raging World-Without-Man...
"THE ANIMAL WORLD"
FROM WARNER BROS.
THE EARTH EXPLODES — THE OCEAN BOILS — THE 30-TON MAMMOTHS CLASH —
And You are in its Thundering Midst — from the Prehistoric Beginning to the Present!
Filmed on 27 globe-girdling safaris in color by TECHNICOLOR
A WINDSOR PRODUCTION
WRITTEN, PRODUCED AND DIRECTED BY
IRWIN ALLEN
Academy Award maker of "The Sea Around Us"
PRESENTED BY
WARNER BROS.

"Fantastic revelations! Startling photography! Combines scientific fact with top showmanship!"
—VARIETY

"A masterpiece! A bell-ringer for the coming summer months!"
—M. P. HERALD

"Should not be missed by anyone! Most unusual in drama, suspense and excitement!"
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"A bigger and better picture than Academy Award winning 'Sea Around Us'!"
—M.P. DAILY

"Should attract audiences of all ages!"
—FILM DAILY

"Put this one down as a blue chip product with extraordinary values for the exhibitor."
—HOLLYWOOD REPORTER